

**IN THE CLAIMS:**

Please substitute the following claims for the same numbered claims in the application.

1. (Currently Amended) A liquid crystal display, comprising:  
a power source;  
liquid crystal cells for forming an image display area on a substrate;  
a driver for applying a voltage to said liquid crystal cells using a plurality of driver ICs,  
wherein said plurality of driver ICs sequentially drive said liquid crystal cells starting from a first  
liquid crystal cell located farthest away from said power source towards a second liquid crystal  
cell located closer to said power source; and

an LCD controller for processing signals received from a host's side and supplying the processed signals to said driver ICs, wherein said driver delays the start timing for writing said liquid crystal cells among the plurality of driver ICs respectively to avoid concentration of current consumption.

2. (Original) The liquid crystal display according to claim 1, wherein said driver is characterized in that the plurality of driver ICs are mounted on said substrate and power is supplied to the plurality of driver ICs via a physically continuous wiring line.
3. (Cancelled).
4. (Original) The liquid crystal display according to claim 1, wherein said LCD controller

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outputs timing setting data that indicates delay time for the plurality of driver ICs to start writing of said liquid crystal cells.

5. (Original) The liquid crystal display according to claim 1, wherein said LCD controller outputs serialized control data signal that includes an output start signal indicative of start timing of outputting to the liquid crystal cells and a polarity select signal indicative of polarity of the liquid crystal output.

6. (Currently Amended) A liquid crystal display, comprising:  
liquid crystal cells for forming an image display area on a substrate; and  
a plurality of driver ICs which are supplied power by means of bus connections or cascade connections on the substrate and each including a timer that operates according to time information from an LCD controller, wherein said plurality of driver ICs sequentially drive said liquid crystal cells starting from a downstream liquid crystal cell located farthest away from a power source, wherein each of the plurality of driver ICs is set start timing for writing said liquid crystal cells respectively and measures the write start timing by using said timer, and wherein the driver IC that meets the conditions starts writing of said liquid crystal cells sequentially.

7. (Original) The liquid crystal display according to claim 6, wherein said write start timing respectively set is determined depending on a wiring capacity of a power supply line for each of the driver ICs.

8. (Cancelled).

9. (Cancelled).

10. (Currently Amended) A liquid crystal display driver for performing writing of liquid crystal cells that form an image display area by sequentially applying a voltage thereto, the driver comprising:

a setting register for storing information about write delay time for delaying write timing of said liquid crystal cells;

a counter for counting said write delay time stored in said setting register;

a sequencer for activating a delayed output start signal based on an output from said counter; and

a control circuit for controlling the writing of said liquid crystal cells based on said output start signal activated by said sequencer[.].

wherein said output start signal starts at a downstream liquid crystal cell located farthest away from a power source towards upstream liquid crystal cells located closer to said power source.

11. (Original) The liquid crystal display driver according to claim 10, wherein said setting register reads timing setting data output from an LCD controller and stores information about said write delay time.

12 (Original) The liquid crystal display driver according to claim 10, wherein said setting register reads a control data signal output from an LCD controller based on timing of a control strobe signal output from the LCD controller.

13. (Cancelled).

14. (Cancelled).

15. (Currently Amended) An LCD controller for processing signals received from a host's side and supplying the processed signals to a plurality of driver ICs in a timed manner, the LCD controller comprising:

means for outputting timing setting data that represents delay time for said driver ICs to start outputting to liquid crystal cells starting from the downstream driver IC located farthest away from a power source; and

means for outputting a control strobe signal to count said delay time stored in said driver ICs according to said timing setting data.

16. (Cancelled).

17. (Original) The LCD controller according to claim 15, wherein said timing setting data output means outputs said timing setting data during a period when video data is not being transferred.

18. (Original) The LCD controller according to claim 15, further comprising means for **serial** transferring to said driver ICs as control data signals an output start signal for starting a liquid crystal output and a polarity selects signal indicating a polarity of the liquid crystal output.

19. (Currently Amended) A method for driving a plurality of driver ICs that are provided on a substrate on which liquid crystal cells are formed, wherein the driver ICs apply a writing voltage to the liquid crystal cells starting from the downstream driver IC located farthest away from a power source, and are supplied power in a single stroke of the brush fashion, the method comprising the steps of:

setting write start timing for applying the writing voltage to said liquid crystal cells for each of said plurality of driver ICs;

counting according to predetermined time information; and

applying the writing voltage to said liquid crystal cells sequentially from the driver IC that has reached said write start timing.

20. (Original) The method according to claim 19, further including the step of setting said write start timing based on timing setting data, which is sent from an LCD controller controlling said plurality of driver ICs just in the same procedure as video data.

21. (Cancelled).

22. (Cancelled).

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